

Message Text

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SUBJECT: US FIRM WINS CONSULTING CONTRACT

1. ON JUNE 30 AMBASSADOR ATTENDED SIGNING CEREMONY AT MIN HOUSING AND RECONSTRUCTION MARKING SUCCESSFUL COMPLETION OF CONTRACT NEGOTIATING BETWEEN AMERICAN DESIGN FIRM OF PARSONS, BRINKERHOFF, QUADE AND DOUBLASS AND MINISTRY FOR \$500,000 CONSULTING STUDY ON HIGHWAY APPROACHES TO CAIRO TO BE COMPLETED IN NINE MONTHS. CONTRACT SIGNING IS NOTEWORTHY BECAUSE PARSONS IS FIRST PRINCIPAL AMERICAN COMPANY TO BE AWARDED CONSULTING CONTRACT BY MINISTRY, ALTHOUGH OTHER AMERICAN FIRMS HAVE PARTICIPATED IN CONSORTIUMS FOR OTHER STUDIES. CONTRACT IS FIFTH IN SERIES OF PLANNING CONTRACTS WHICH HAS BEEN SIGNED BY MINISTRY OVER PAST YEAR, COVERING THE THREE CANAL CITIES AND WESTERN DESERT.

2. PARSONS REP JAMES LANGE SAID COMPANY HAD BID ON ALL FIVE PREVIOUS PLANNING CONTRACTS AND IS VERY PLEASED TO HAVE BEEN SELECTED FOR HIGHWAY APPROACHES WORK. LANGE INDICATED THAT PARSONS FAILURE IN PREVIOUS CONTRACTS HAD BEEN THEIR OWN FAULT. MINISTRY ADVISORS (AMERICAN FIRM TAMS) RATE BIDS ON FOLLOWING SCALE, 50 PERCENT QUALITY OF PERSONNEL, 30 PERCENT WORK PLAN AND 20 PERCENT COST. UP TO THIS TIME, COMPANIES WHO HAVE SUCCEEDED IN GAINING CONTRACTS HAVE PROVED THAT THEY ARE WILLING TO COMMIT TOP PERSONNEL. IN CASE OF PORT SAID STUDY, LANGE SAID BRITISH FIRM HAD COMMITTED SERVICES OF A FULL PARTNER FOR A PERIOD OF TIME, AND HE WAS ACTUALLY RESIDENT IN PORT SAID. PARSONS FINALLY DECIDED TO GIVE IT A TRY AND HAVE COMMITTED THEIR DIRECTOR FOR TRANSPORTATION TO THE

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HIGHWAY APPROACHES PROJECT FOR THE FULL NINE MONTHS, I.E. HE WILL

LEAVE LINE POSITION IN COMPANY AND COME TO EGYPT. PARSONS SAID THAT EMPHASIS PLACED ON COMMITMENT OF DESIGNATED PERSONNEL IS WELL-KNOWN PART OF MINISTRY OF RECONSTRUCTION BID EVALUATION AND WHILE THEY ORIGINALLY FELT, AS MOST AMERICAN COMPANIES DO, THAT BIDDING ORGANIZATION STANDS BEHIND ANY CONTRACT, THEY MADE DECISION THAT THEY WANTED TO GET THIS CONTRACT AND WOULD HAVE TO PLAY GAME MINISTRY'S WAY.

3. OF TWENTY-THREE FIRMS COMPETING, ONLY FOUR WERE AMERICAN AND LANGE THOUGHT THAT LARGE NUMBER OF FIRMS AND SLIM CHANCES OF ACTUALLY GETTING CONTRACT MIGHT BE SCARING AMERICAN BIDDERS AWAY. HIS COMPANY HAD SIMPLY MADE DECISION THEY WERE GOING TO KEEP BIDDING, EVEN THOUGH IT WAS COSTLY PROCESS. HE FELT MORE AMERICAN FIRMS MIGHT PARTICPATE IF FIELD WERE NARROWER, A VIEW OFTEN EXPRESSED BY US COMPANIES.

4. COMMENT: WE HAVE MADE POINT MENTIONED IN PARA 3 TO MIN RECONSTRUCTION WHICH NEVERTHELESS FEELS GOE'S INTERESTS BETTER SERVED BY LARGE FIELD AND, AS THEY POINT OUT, THEY HAVE NO TROUBLE ATTRACTING LARGE NUMBER OF QUALIFIED FIRMS FROM OTHER COUNTRIES. EILTS

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